

FEMA.gov Web Performance Metrics

Sep 1, 2022 - Sep 30, 2022

All Users  
100.00% Sessions

Total Visits (Sessions)

5,175,385

% of Total: 100.00% (5,175,385)



Avg. Visit (Session) Duration

00:02:18

Avg for View: 00:02:18 (0.00%)



Unique Visitors (Users)

3,263,520

% of Total: 100.00% (3,263,520)



Average Pages Per Visit (Session)

1.94

Avg for View: 1.94 (0.00%)



Average Time on Page

00:02:23

Avg for View: 00:02:23 (0.00%)



Bounce Rate

37.88%

Avg for View: 37.88% (0.00%)



Pageviews

10,028,303

% of Total: 100.00% (10,028,303)



Sessions by Browser

Browser	Sessions
Chrome	2,211,533
Safari	1,963,397
Edge	343,236
Safari (in-app)	192,082
Android Webview	182,362
Samsung Internet	148,492

Top Pages

Page	Pageviews	Bounce Rate
/es/disaster/4671	1,161,747	23.77%
/	995,906	29.06%
/disaster/4671	507,915	26.42%
/flood-maps	354,386	28.15%
/es	337,397	13.56%
/disaster/hurricane-ian	236,245	50.74%
/glossary/flood-zones	192,321	64.45%
/locations	178,070	28.05%
/assistance/individual	173,410	21.18%
/disaster/declarations	148,662	23.24%

### New vs Returning Visitors (Users)

User Type	Users
New Visitor	3,141,909
Returning Visitor	915,800

### Pageviews by Source

Source	Pageviews
google	4,736,863
(direct)	2,146,649
disasterassistance.gov	1,000,348
bing	417,454
primerahora.com	189,675
m.facebook.com	173,819
floridadisaster.org	158,752
lm.facebook.com	136,474
search.usa.gov	107,775
yahoo	80,615

FEMA.gov Search Performance Metrics

Sep 1, 2022 - Sep 30, 2022

All Users  
100.00% Sessions

Visits to FEMA.gov

5,175,385

% of Total: 100.00% (5,175,385)



Pageviews

10,028,303

% of Total: 100.00% (10,028,303)



Visitors Used the Search Form on FEMA.gov

37,583

% of Total: 0.73% (5,175,385)



Pageviews by Date

Date	Pageviews
20220929	1,239,010
20220930	1,215,350
20220926	896,587
20220927	874,051
20220928	810,112
20220924	673,615
20220922	636,699
20220923	573,050
20220925	474,807
20220921	259,719

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	1,709,872
(not set)	17,502
fema	375
FEMA	78
fema flood maps	49
fema.gov	46
afg grant awards	28
fema disaster assistance	20
flood zone map	18
www.fema.gov disaster assistance	18

Pageviews by Device Category

Device Category	Pageviews
mobile	6,105,701
desktop	3,794,272
tablet	128,330

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
There is no data for this view.		

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
There is no data for this view.	

## Q1 How would you rate your overall experience today?

Answered: 963 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	28.56%	275
Above Average	22.74%	219
Average	25.44%	245
Below Average	8.83%	85
Poor	14.43%	139
TOTAL		963

## Q2 What information were you looking for today?

Answered: 963 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	24.40%	235
Employment or contracting opportunities	15.99%	154
Flood maps	12.15%	117
Other	9.87%	95
Disaster declarations	6.65%	64
Grants	6.23%	60
Contact information	3.63%	35
Recovering from a disaster	3.12%	30
Disasters (specifically, types of disasters)	2.91%	28
Flood insurance	2.80%	27
Information about FEMA	2.80%	27
Training	2.70%	26
Preparing for a disaster	2.60%	25
Forms or publications	2.08%	20
News	1.04%	10
Exercises	0.73%	7
Email, RSS feeds, or subscription services	0.10%	1
Photographs	0.10%	1
Video	0.10%	1
<b>TOTAL</b>		<b>963</b>

### Q3 Were you able to complete the purpose of your visit?

Answered: 963 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	49.95%	481
No	50.05%	482
TOTAL		963

## Q4 If you answered "No" to question 3, please select the option that best describes your difficulty.

Answered: 556 Skipped: 407

ANSWER CHOICES	RESPONSES	
Bad link	4.32%	24
Content wasn't easy to understand	26.26%	146
Error on page	7.19%	40
Multimedia/technical problem	4.86%	27
Other	51.62%	287
Outdated information	5.76%	32
<b>TOTAL</b>		<b>556</b>

## Q5 Would you still return to this website if you could get this information or service from another source?

Answered: 963 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	82.24%	792
No	17.76%	171
TOTAL		963

## Q6 Will you recommend this website to a friend or colleague?

Answered: 963 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	75.39%	726
No	24.61%	237
TOTAL		963

## Q7 Which one of the following best describes you?

Answered: 963 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	12.98%	125
Disaster Survivor	20.56%	198
Emergency Managers and Personnel	8.52%	82
First Responder	6.02%	58
Government Official or Employee	7.27%	70
Home (Property) Owner	18.28%	176
Insurance Agent	1.25%	12
Job Seeker	10.80%	104
Media	0.31%	3
Other	9.03%	87
Student or Educator	4.98%	48
<b>TOTAL</b>		<b>963</b>

## Q8 How was your experience finding your way around (navigating) FEMA.gov today?

Answered: 963 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	44.13%	425
Navigated to general area but couldn't find the specific content needed	14.95%	144
Other	8.83%	85
Links did not take me where I expected	7.17%	69
Had technical difficulties (e.g. error messages, broken links)	7.06%	68
Would often feel lost, not know where I was	7.06%	68
Links/labels are difficult to understand, they are not intuitive	5.40%	52
Too many links or navigational choices	5.40%	52
<b>TOTAL</b>		<b>963</b>

## Q9 How was your experience using our site search?

Answered: 963 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	27.83%	268
Encountered no difficulties	25.13%	242
Other	12.98%	125
Results were not helpful	11.11%	107
I was not sure what words to use in my search	6.33%	61
Results were not relevant to my search terms or needs	6.13%	59
Returned not enough or no results	4.88%	47
Results were too similar/redundant	3.01%	29
Returned too many results	2.60%	25
<b>TOTAL</b>		<b>963</b>